

Sales assistant and ADV, the job ensures the interface with salespeople and builds customer loyalty Full learning



AS-29 2 Days (14 Hours)



Description

This training will allow you to optimize the organization of your work in order to ensure effective monitoring of commercial actions. At the end of this internship, your ability to direct customer requests and serve as an interface with salespeople will be optimized, with the aim of building customer loyalty.

Who is this training for ?

For whom

Sales assistant, customer manager/advisor, sales administration assistant.

Prerequisites

Appetite for sales and human relations.

Training objectives

- Detect and seize all sales opportunities.
- Build customer loyalty through the quality of service provided.
- Control delicate ADV situations.

Training program

Assumer l'administration des ventes

- Process orders: from the quote to payment of the invoice.
- Monitor customer relations.
- Master office tools (Word, Excel .).
- Prevent customer risk.
- Monitor current business and manage discrepancies.
- Exercise: Build the Assistant's job description (e) commercial (function, tasks, hierarchical and occasional relationships, required qualities.).
- Exchanges on good practices.

Contribuer au succès commercial

- Prioritize priorities of a different nature.
- The prospect or the customer.
- The salespeople.
- The manager.
- Assist the sales manager in the management of his daily life.
- Organize and manage the information necessary for the activity.
- Know how to analyze objective deviations/results.
- Time management.
- Assist salespeople in operational organization.
- Provide tools for monitoring commercial activity.
- Setting up and updating results dashboards.
- Alert about customer deadlines.
- Participate in monitoring the market and competitors.
- Exercise: Build, update and "maintain" a dashboard for a sales department.

Renforcer ses compétences en communication

- Be heard, position yourself as a decision-making aid.
- Welcome and inform prospects/customers.
- Advise and sell face-to-face and by telephone.
- Know how to handle complaints.
- Write customer-oriented letters.

Apporter sa valeur ajoutée à l'action commerciale

- Commercial know-how.
- Be proactive in commercial action and ensure follow-up.
- Design and produce commercial communication support.
- Organize trade fairs and events.
- Effectively manage the fallout from events.
- Exercise: Filmed scenario: customer relations on the telephone: stay positive and know manage a difficult prospect or customer, handle a complaint.
- Individualized debriefing.